

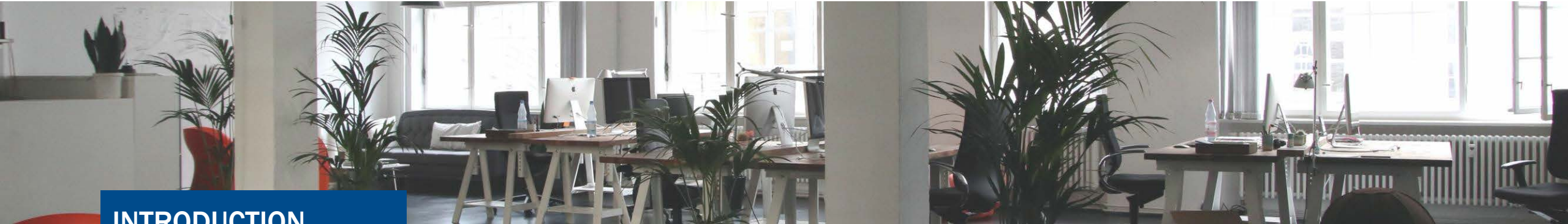


Case Study

Working Remotely

During COVID-19

AN IN-DEPTH UNDERSTANDING OF THE EMOTIONS FELT BY
REMOTE WORKERS AND HOW COMPANIES CAN BEST REACT



INTRODUCTION

The Martec Group is a global market research firm headquartered in Detroit, Michigan. For more than 30 years, we have been providing unparalleled quantitative and qualitative research to top companies around the globe.

Study Background

As we move into uncharted territory during COVID-19, employees across all industries are working remotely now more than ever – leading to different behaviors and emotions on a day-to-day basis. This study explores the impact COVID-19 is having on employees and what employers can do to recognize and assist with certain emotions.

This data was collected during April 2020 and represents 1,214 individuals across various industries, demographics, and seniority levels.

Study Objectives

This study had four primary objectives: 1. To understand the emotional landscape of employees working remotely; 2. To explore unique segments within the audience; 3. To establish how companies can better satisfy employees during COVID-19; 4. To assess different trends by industry, age, gender, and seniority



THE BIG THREE

What key takeaways can you expect to learn from this report?



There are four unique segments within the remote employee audience, ranging from total contentment to complete distress. Each segment has a distinct emotion profile and perceives the current situation differently, indicating the varying needs required by management.



While working from home during COVID-19, mental health has seen a significant decline across all industries, seniority levels, and demographics. Even those who considered their mental health “excellent” before this situation might be struggling now.



Although job satisfaction and motivation have declined significantly, company satisfaction has declined much less. Employees have generally positive emotions toward management and are satisfied with how things are being handled; their negative feelings about working from home are not reflected onto company leadership.

Emerging Segments of Employees Driven by the Pandemic

What did we learn from this study?

All remote employees cannot be treated equally during COVID-19.

There are four unique employee segments that illustrate the diversity in outlook and response to the current situation. Some need more social interaction, others crave structure, and a few may need nothing at all. In summary:



Thriving Employees (16%)

Job satisfaction, motivation, and company satisfaction improved during COVID-19; introverts



Hopeful Employees (25%)

Highest company satisfaction, but still struggling with mental health and focus/productivity



Discouraged Employees (27%)

Most significant declines in mental health, job satisfaction, etc.; struggling extroverts



Trapped Employees (32%)

Lowest company satisfaction and mental health; misses socializing in the office

Each Segment Is Experiencing Different Emotions

Looking at these four segments, each set of Martec Emotion Scores (MES) tells a different story. See below for a summary of how each segment feels about working from home during the COVID-19 pandemic.

“I love working from home and think my company is doing just fine handling things.”



Personas have been created for each segment



63



Thriving

“Working from home is not for me, but I have complete faith in my company’s management.”



6



Hopeful

“I really do not like working from home, but I think my company is doing the best they can.”



-11



Discouraged

“I strongly dislike working from home and I don’t think my company is handling the situation well.”



-16



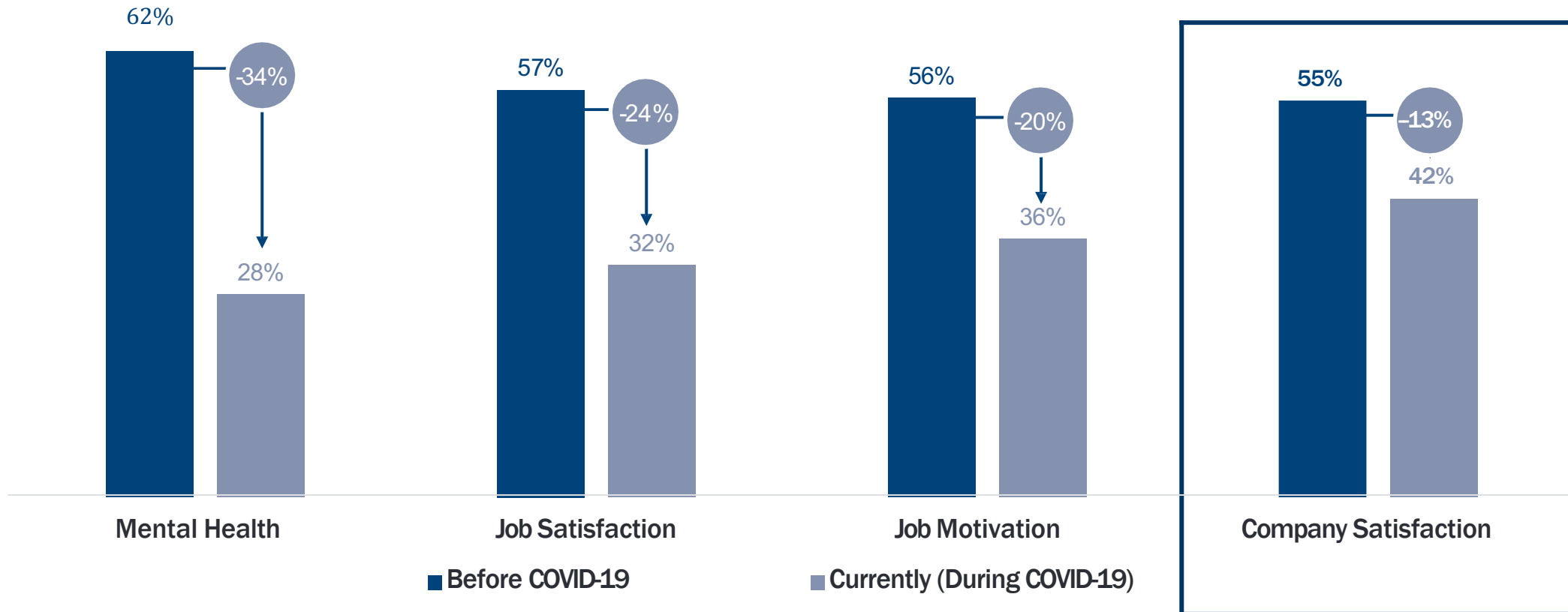
Trapped

Employees Struggling – But Not Blaming Employers

COVID-19 is having a strong negative impact on employees' outlook—most notably mental health. And while job satisfaction and job motivation also are suffering, our data shows that employees may not be blaming management; company satisfaction has been affected the least.

How would you rate each in the following situations?

1-7 Scale, % who selected top 2 box reported (those with the highest/most positive ratings)

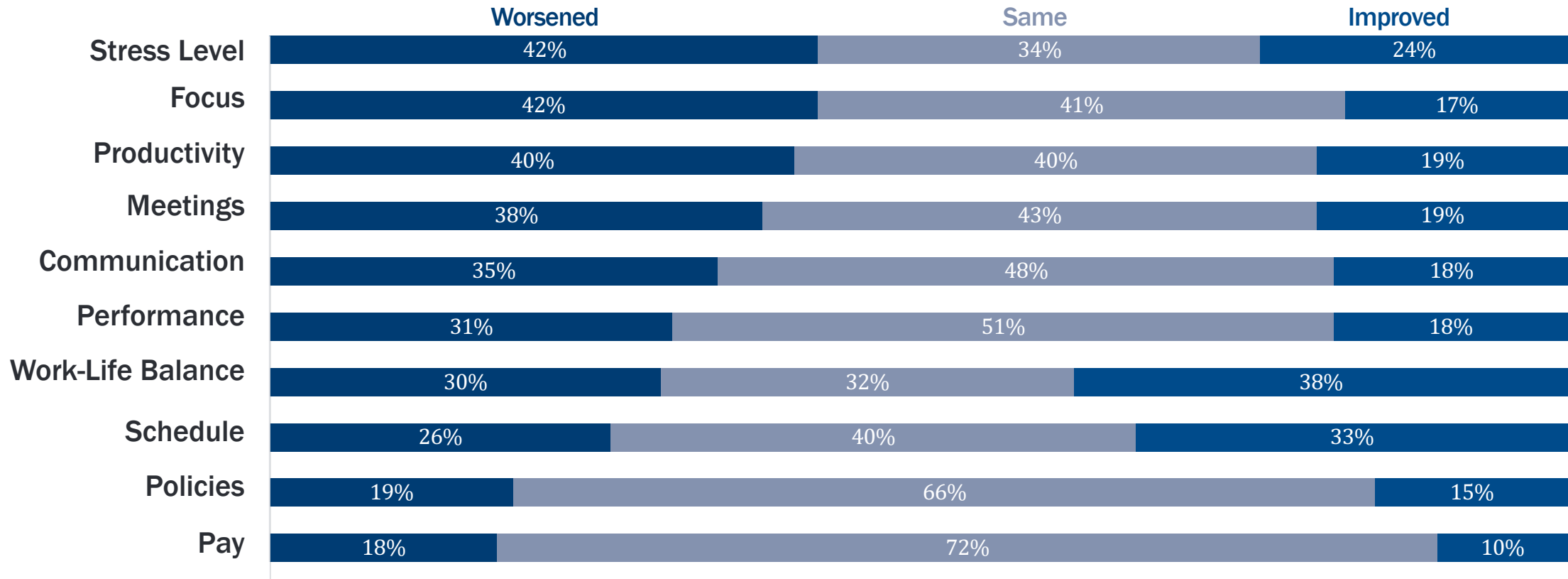


There Are Areas to Improve and a Few Silver Linings

While working remotely during COVID-19, employees' stress level, focus, and productivity are suffering the most. Work-life balance and schedules have improved for many employees.

How has working remotely during this pandemic impacted each of the following aspects?

1-7 Scale, Top 2, Middle 3, Bottom 2 Reported





FINAL WORDS

In closing, this study reveals how working remotely during COVID-19 is impacting employees: mostly negatively, but with some segments experiencing a positive impact. While some employees feel isolated, others bask in newfound free time and flexibility. Overall, most are satisfied with how their companies are handling the situation.

We thank you for taking the time to review this case study. We hope these findings will guide leadership, HR teams, and employees around the country to be more understanding and accommodating during COVID-19.

We welcome the opportunity to discuss this report in more detail and how it can be leveraged for strategic and tactical planning within your organization.

To learn more, or gain access to the full report along with segmentation and persona data, please reach out to:

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